

The Impact Of The Jukung Hias Tanglong Festival On The Social - Economic Aspects And Community Cohesion In Banjarmasin, South Kalimantan

Adista Anjar Diany¹

¹ Sekolah Tinggi Ilmu Ekonomi Pancasetia, Indonesia

Email: adistadiany@gmail.com

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ABSTRACT

Festivals are activities organized to celebrate important things in individuals or groups that are bound by custom, culture, tradition and religion in an area or environment. The Jukung Hias Tanglong Festival is organized by the South Kalimantan Provincial Government in celebration of the province's anniversary. The festival aims to showcase the beauty of the river and Banjar culture. The study seeks to contribute to presents the impact of Jukung Hias Tanglong on socio-economic and how festival in the region engenders to community cohesion. A quantitative survey utilizing convenience technique was used to gather data from a sample of 160 residents. The sampling for this study was all residents who lived and participated in the festival, aged 18 years and above. SmartPLS 4 was used to analyze the nature of the research hypotheses. The findings revealed festival to have a positive and significant effect on community cohesiveness, social and economic to local community. This research also recommends improving festival management professionally through the concept of sustainable tourism. Future research can examine sustainable tourism in Banjarmasin or other areas.

Keywords: Festival, Event, Community Cohesion, Social Impact, Economic Impact

INTRODUCTION

Indonesia, The Magnificent Archipelago of Southeast Asia. Indonesia is home to many tribes, ethnic groups, rich culture, civilizations, and variety of natural resources (Arisanty, et., al. 2020; Sa'ban, et., al. 2024). The potential of Indonesia's natural resources stretches from Sabang to Merauke. This makes Indonesia famous throughout the world for its various tourism potentials (Purwadi et al., 2023). South Kalimantan is one of the provinces on the island of Kalimantan, Indonesia. Economic of South Kalimantan still relies on the mining sector, which is a natural resource that will run out over time. Seeing this, it is time for South Kalimantan to start transforming from the primary sector to the processing and service industry sectors. Tourism and the creative economy are sectors that must be developed.

South Kalimantan has enormous tourism potential, not only natural but also cultural, historical and culinary tourism as a leading tourist attraction. Banjarmasin has the potential and image of the city as a city of a thousand rivers flow through the city.



Settlements along the riverbanks are a symbol of the growth living history in the past. The life of the riverside area is a cultural heritage for Banjarmasin City. "Wonderful Kal-Sel, The legend of Borneo" signifies the city's diversity and strong culture.

Cultural events of a city are usually presented in the form of festivals, festivals has an important role as a driver of cultural progress and tourism, especially about art. Festivals are activities organized to celebrate important things in individuals or groups that are bound by custom, culture, tradition and religion in an area or environment (Darnita, 2024). Festivals are identical activities carried out from year to year aim to improve the image of an area and preserve the existing culture by collaborating with existing modernization without changing the culture itself (Widayanthi, et., al. 2022).

The Martapura River has its own story as a river that has long been a part of the life of the Banjar people. Not only as a necessity but there is culture and economic movement of the community. Tourist attractions on the Martapura River contain local wisdom for the Banjar people, especially those who live along the banks of the river, from time to time.



Figure 1. Martapura River, South Kalimantan

The southern Kalimantan region is still thick with religion in its daily life and culture. In the history of the Banjar community, there is a tradition of carrying out Tanglong. The Tanglong tradition was originally held on the 21st night of Ramadan or known as the night of Nuzulul Quran or the night of salikur until Eid. In order to welcome the excitement of Ramadan and the nights of lailatul Qadar, people express it through this Islamic tradition. Tanglong used to be known as Badadamaran, because the lighting of the Tanglong ornament still uses lights from resin wood sap (kayu damar). Over time, this tradition slowly shifted until it was dominated by decorative lights with sparkling colors. Tanglongs are usually made on carts, rickshaws, bicycles, motorcycles, and cars. This tradition has been running since more than 30 years ago and is carried out in various cities in South Kalimantan. Based on this community tradition then combined with the culture of the river people of South Kalimantan, this tradition was developed into an event for South Kalimantan.

One of the regular festivals held annually since 2006 is Jukung Hias Tanglong Festival Banjarmasin which is held along Martapura River, Taman 0 Km Siring Banjarmasin. South Kalimantan, Indonesia. The Jukung Hias Tanglong Festival is organized by the South Kalimantan Provincial Government in celebration of the

province's anniversary. The festival aims to showcase the beauty of the river and Banjar culture. Over the years, the Festival become interesting and diverse cultural art performance activity that can be introduced to local, national and international communities. The festival was attended by around 30-60 participants showing their attractions and creativity in decorating jukung (small boats) with various styles and architecture. The decoration of lights with various shapes can make the Martapura River look beautiful and attractive at night. This festival is unique because Banjarmasin is a city with a river in the middle of the city. The Jukung Hias Tanglong Festival not only contributes to cultural preservation but can also improve the community's economy, especially in the tourism sector. The festival aims to maintain the Banjar tribe's culture that is close to water life.

According to the Department of Culture, Youth, Sports and Tourism, the number of tourist visits to Banjarmasin City in 2021 is 245,107 (244,715 domestic tourists and 392 foreign tourists). In 2022, there were 1,180,543 people (1,178,056 domestic tourists and 2,487 foreign tourists), in 2023 there were 1,587,477 (1,583,582 domestic tourists and 3,895 foreign tourists). Meanwhile, according to the Banjarmasin City Statistics Agency, the development of South Kalimantan tourism, especially Banjarmasin, has increased, which can be seen in the highest Room Occupancy Rate during the year, in August and September, namely 59.82%, where in this month Banjarmasin City held many Nusantara events.

The festival has become an important part of the successful branding and promotion of a destination. The concept is a reference to festivals and their impact on the image of a region with prominent tourism potential. The implementation of festivals that have taken place in Indonesia has both positive and negative impacts on the organizing destination, including economic, social, and community cohesion. Not many. If any, studies have analyzed the impact of festivals in Indonesia, especially in the Banjarmasin region.

This research is expected to be useful for the organizers and the local community of Banjarmasin to find out all kinds of community, economic and social changes resulting from the implementation of the Festival Jukung Hias Tanglong which has been held for the past years. It is also expected that this research can help the organizers in maximizing the positive impacts that arise and minimizing the negative impacts that can harm the people of Banjarmasin.

LITERATURE REVIEW

The cultural and creative sector is increasing in prominence with numerous associated benefits including job creation, economic development (including contributing to tourism growth), cultural preservation and regeneration, and promoting social cohesion (Bob, et., al. 2019). A major component of the cultural and creative sector is Festivals or Events. The word 'festival' derives from the Latin 'festum', meaning feast (Quinn, et., al. 2013). Festival are defined as traditional activities that become a symbol of a region, organized in the minds of the community and held at a certain time and run for a long time (Bob, et., al. 2019). Festivals are able to showcase the heritage, culture and traditions of a particular region. They create a state of enthusiasm, excitement and togetherness within a community (VT Nair & Babu, 2022). Festival is a place to socialize and exchange experiences, raises awareness of the local community, fosters the creativity of the people, makes people feel more special and satisfied (Widayanthi, et al., 2022).

A festival is not merely an event held to celebrate something. There is an important purpose in it, namely that the festival will create many opportunities that can

help the community. The impacts that will be felt will also include many things such as the local economy, socio-cultural image, and infrastructure landscape of a community (Doe, et al. 2020). Although the festival is a place for interaction and exchange of various elements such as humans, information, ideas, money, and cultural expressions from outside, the festival also functions as a place where local knowledge, local lifestyles, and local creativity are maintained (Tantiyawati & Isnaini, 2023).

Festivals include various types of events such as exhibitions, fairs, festivals with business, sports, and cultural content (Bob, et al. 2019). Festivals, whether international, national, regional, or local, have a significant impact on the local community. Festivals not only provide economic benefits, but also promote cultural exchange, environment, and shopping opportunities between the community and visitors. The socio-economic impact of festivals results in increased decisions by people to revisit the festival (Dusmezkalender, et al. 2018).

Festivals can generate benefits for the host community. It is clear that events promote social cohesion among local communities (Dusmezkalender, et al. 2018). Festivals usually bring about improvements in the facilities at the venue, creating a sense of well-being and promoting community well-being. Culture and events often provide educational benefits to residents. The addition of new facilities allows people to learn, try new things and even enhance creativity (Yolal et al., 2016). Similarly, events can create special occasions for residents to demonstrate their attachment to the community as in the case of a small community festival in South India (Rao, 2001). In spite of the many positive impacts that occur due to the holding of festivals, it is undeniable that festivals also have negative impacts such as traffic congestion and noise pollution due to crowds, crime, and possible damage to property. However, most studies suggest that the benefits may outweigh the negative impacts for the community (Widayanthi, et al. 2022).

There are several relevant theories that discuss the socio-economic impact of festival events on a community. This study adopts the social exchange theory (SET) which is also used by Doe, et al. (2020) in their research. Social Exchange Theory explains the social relationship that occurs between human groups and the organization in which they are in with all their activities, both in terms of rewards, sacrifices and benefits that they will obtain, including growth rates, levels of specialization that lead to social exchange in the organization (Sunyoto, & Kalijaga, 2021). This theory is used to assess the involvement and support of people in socio-economic activities and to see the reasons that drive people's involvement, support, and commitment to an activity.

THEORETICAL FRAMEWORK

Located near the mouth of the Barito River and bisected by the Martapura River, Banjarmasin city is characterized by being a coastal or riverside area. The Banjar tribe in the past made the Martapura River a major trade route and it played a big role in their daily lives. The river used to be a source of clean water, a fishing ground, and a transportation route between regions. Jukung is the name for the traditional boat of the Banjar tribe which is used as a means of connecting and trading as well as fishing equipment on the river. Rivers in the past were an integral part of the daily lives of some Banjar communities in South Kalimantan. Basically, this typical Banjar tribe boat is environmentally friendly because it uses wood and does not use fuel oil - but nowadays some forms and types of jukung have changed into Klotok or motorized boats as technology develops. However, nowadays some forms and types of jukung have changed into Klotok or motorboats as technology develops. Technology has indeed made Jukungs obsolete. The Banjar Jukung with its variants is not only a unique and distinctive cultural

characteristic, but more than that, it is a heritage from the Banjar tribe's ancestors that is full of values. Therefore, to maintain and preserve Jukung, the government of Banjarmasin City together with the Culture and Tourism Office of Banjarmasin City scheduled an event that coincided with the Anniversary of Banjarmasin City by holding the Tanglong Ornamental Jukung Festival in the middle of Banjarmasin City.

HYPOTHESIS

The social benefits of festival tourism range from social cohesion to the development of social infrastructure and physical development of the community. Social cohesion is the ability of a community or group to maintain unity and togetherness in order to achieve common goals. Social cohesion can influence the behavior and social interactions between community members, and can strengthen mutual trust and bonding. Strong social cohesion can help communities overcome various challenges and differences that arise within the group or community (Sudariyanto, 2020). Festivals are also said to have the power to unite families and communities in harmony and also increase pride (Quinn, 2013). The Tanglong Festival, which is held once a year in the center of Banjarmasin, makes many families take time to come together to the event venue and friends who gather together.

Town of Richmond Hill - Festivals & Events Strategy Document provides an explanation that festivals have the following functions, namely; increasing civic pride, building community capacity, providing economic benefits, transforming the community, attracting visits and attention from the media from business crowds away from the festival venue, celebrating local culture and heritage. Festival is said to have the power to bring families and communities together in harmony and also increase pride (Widiyanto, 2020; Imbeah, 2016). Festival give something all the residents can look forward to attending no matter their age, race or profession. Festivals provide locals with the enjoyment of working together to plan the event, the fun of participating and then the opportunity to reminisce about it afterward. Festival have been a cultural phenomenon for hundreds of years, and the idea of traditional festivals came about after people felt the need for a time of celebration as a form of relaxation from the rigors of everyday life. Today, festivals are beginning to serve as a means to reaffirm, or revive, local cultures and traditions, and can provide an opportunity for people to celebrate their cultural identity (Carlson, 1996).

Festivals are not merely occasions for entertainment and celebration, they also serve as economic drivers for local communities, fostering growth, supporting small businesses, and enhancing residents' overall well-being. Tanglong Festival, an event with a unique blend of celebration and culture. The festival attracts a diverse audience from both within and outside the host city community. The economic reach of the festival goes far beyond its entertainment value, leaving a real imprint on the local economy. According to the tourism service, A significant portion of this economic impact is witnessed in the hospitality sector, particularly local dining establishments. Over 500 visits were generated to these eateries during the festival period, providing a considerable boost in revenue for restaurateurs. Additionally, the festival's strategic location of the Tanglong festival is on the main highway of the city of Banjarmasin witnessing traffic surges during peak festival hours, further amplifies its economic footprint. Beyond the immediate economic gains, Festival Tanglong fosters community cohesion and pride, strengthening social ties and instilling a sense of belonging among residents. Moreover, it serves as a platform for local artists, musicians, official vendors or street vendors to showcase their talents and products, nurturing entrepreneurship and

creativity within the community. Festivals reach transcends mere numbers; it embodies the spirit of collaboration, innovation, and economic resilience. By harnessing the power of culture and community, events like these enrich individuals' lives and lay the foundation for sustainable economic and tourism growth in Banjarmasin.

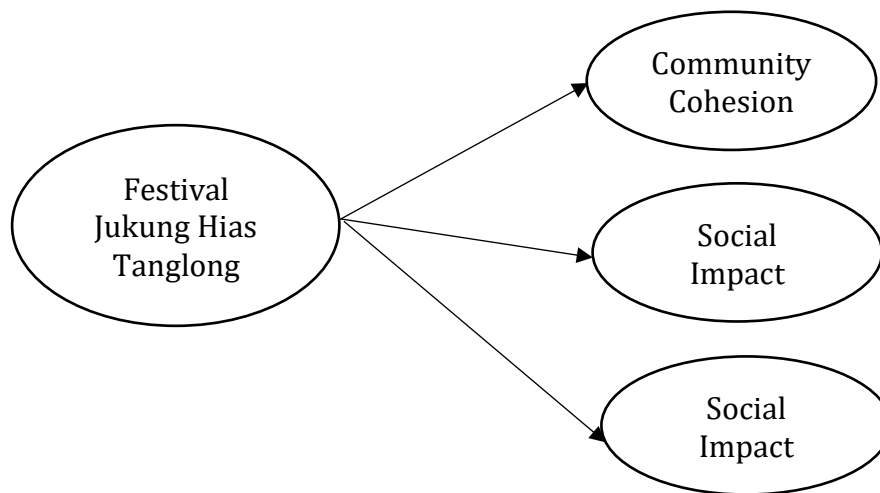


Figure 2. Conceptual Model

The hypothesis is a provisional assumption to estimate the findings before in-depth investigation (Purwadi et al., 2023). The hypotheses refer to both theoretical and empirical references, so the researchers hypothesises that:

Hypothesis 1: There is a significant effect of Festival Tanglong on Community Cohesion

Hypothesis 2: There is a significant effect of Festival Tanglong on Social Impact.

Hypothesis 3: There is a significant effect of Festival Tanglong on Economic Impact.

METHODOLOGY

Data were collected between November 2024 to February 2025. This was after the festival (the festival took place during end of September 2024). These months were chosen because it is expected that the euphoria of the festival will have waned enough for participants to be able to give a candid evaluation of the socio-economic community effects of the festival. A total of 160 questionnaires were distributed conveniently to the participants who were willing and ready to fill in the link to the questionnaire using google form whenever they had free time, after they were explained the purpose of the study. The convenience sampling method was used due to easy accessibility of participants, their willingness and readiness to complete the questionnaire. This method determining the sample by selecting the sample freely at the will of the researcher (Sugiono, 2021). The sampling for this study was all residents who lived and participated in the festival, aged 18 years and above, 18 years old is considered the age of majority nationally and capable of making their own decisions.

RESULTS DAN DISCUSSIONS

Subsequent investigations calculated the yield of descriptive statistics. This is very important, considering the method aims to report, interpret, and analyze the distribution of the data patterns under study. The methods related to collecting and presenting

observational data, thus providing useful information, which is called descriptive statistics (Purwadi, et al. 2023).

Table 1. Elaboration of Data Compatibility

Dimensions & Statements		Scale									
		1		2		3		4		5	
		F	%	F	%	F	%	F	%	F	%
Festival Event (FE)											
1.	Festival activities would positively affect quality of live	6	3.8	2	1.3	6	3.8	72	45.0	74	46.3
2.	I think this festival would attract more tourists	6	3.8	4	2.5	18	11.3	48	30.0	84	52.5
3.	I support the celebration of this festival in my community	6	3.8	2	1.3	6	3.8	84	52.5	60	37.5
4.	Festival is the strategy economic diversification for the people	6	3.8	2	1.3	18	11.3	64	40.0	70	43.8
5.	The impact of the festival is positive in the Banjarmasin areas	4	2.5	4	2.5	24	15.0	66	41.3	62	38.8
6.	I support the celebration of this festival in my community	4	2.5	6	3.8	14	8.8	58	36.3	78	48.8
7.	I think this festival Tanglong can increase or add to the income of the local community.	4	2.5	2	1.3	14	8.8	54	33.8	86	53.8
Community Cohesion Impact (CC)											
1.	Offer family-based recreation activities	-	-	8	5.0	40	25.0	56	35.0	56	35.0
2.	Community gatherings are fun	-	-	-	-	16	10.0	82	51.2	62	38.8
3.	Build Community	-	-	6	3.8	52	32.5	54	33.8	48	30.0
4.	Enhance community image	-	-	6	3.8	34	21.3	60	37.5	60	37.5
5.	Help preserve the local culture	-	-	4	2.5	28	17.5	56	35.0	72	45.0
6.	Bring sense of community pride	-	-	30	18.8	32	20.0	48	30.0	50	31.3
7.	Bring sense of knowledge of their history	-	-	4	2.5	16	10.0	68	42.5	72	45.0
Social Impact (SI)											
1.	Promote organization and businesses	6	3.8	8	5.0	44	27.5	70	43.8	32	20.0
2.	Enhance community image to outsiders	-	-	20	12.5	36	22.5	58	36.3	46	28.7
3.	Help foster relationship between residents and visitors	4	2.5	8	5.0	50	31.3	70	43.8	28	17.5
4.	Help people take time to enjoy life	6	3.8	6	3.8	38	23.8	68	42.5	42	26.3
5.	Overcrowding and noise	8	5.0	2	1.3	36	22.5	68	42.5	46	28.7
6.	Festivals reinforce the identity of the city	6	3.8	6	3.8	22	13.8	52	32.5	74	46.3
Economic Impact (EI)											
1.	Increase employment opportunities	-	-	4	2.5	16	10.0	60	37.5	80	50.0
2.	Increase standard of living	-	-	4	2.5	17	10.6	84	52.5	55	34.4
3.	Encourage locals to develop new facilities	-	-	8	5.0	15	9.4	72	45.0	65	40.6
4.	Increase sales and revenue	-	-	2	1.3	25	15.6	84	52.5	49	30.6
5.	Become additional income	-	-	4	2.5	7	4.4	86	53.8	63	39.4
6.	Help to increase local business	-	-	2	1.3	13	8.1	82	51.2	63	39.4

Notations : Descriptive Statistik - F = Frequency, 1 = Very Poor, 2 = Poor, 3 = Moderate, 4 = Good, 5 = Very Good)

Source : Primary Data Collection

Instrumentation and analytical procedure

The level of participants' opinion of socio-economic impact was measured by 12 items presented in Table 1. The researcher adopted and modified a scale developed by Doe, et al. (2020) and Bob, et al. (2019). Community cohesion impacts was operationalised as help to build a sense of pride and unity to culture and it included seven (7) items. Within economic impacts were considered as factors that aided in improving the livelihoods of the indigenes (Doe, et.al, 2020), there were six (6) items and social impacts with 6 (six) item, within context as the overall supports for further festival that would positively affect quality of life. This study use Likert scale, ranging from 1 (not favourable) to 5 (very favourable) was used to measure residents' perception of socio-economic impact and community of the festival.

Table 1 above compares respondents' reactions to the interview questions contained in each dimension and variable. Respondents gave ratings based on the scale.

The majority of respondents tend to choose the "4" option for the community cohesion component (average F = 60,5 respondents/37,8%) as well as the social impact component (average F = 64,3 respondents/40,2%) and the economic component (average F = 78 respondents/48,7). Another alternative answer is stated in option "5" for the festival event component (average F = 73,4 respondents/46,9%). From the festival event component, the highest frequency was 86 respondents (53,8%) channeling option "5" for item FE.7, "I think this festival Tanglong can increase or add to the income of the local community". The community agrees that holding the Jukung Hias Tanglong Festival can have an impact on increasing local people's income, which can be seen from increase visitors to restaurants, increased lodging accommodations, user vehicles, and other jukung (small boat) rental services are never empty of visitors during the Jukung Hias Tanglong Festival. In addition, the increase in income has an impact on the number of street vendors around the location whose income has increased compared to usual.

From the community cohesion, the highest frequency was 82 respondents (51,2%) channeling option "5" for item CC.2, "Community gatherings are fun" The Jukung Hias Tanglong Festival can be a place to socialize and exchange experiences between people. Most people give a positive view of this Festival implementation of the activity. Thus, the public and the organizers of the event are more motivated to make the Festival better than before and foster a sense of pride from the activities that have been carried out. From the social impact, the highest frequency was 74 respondents (46,3%) channeling option "5" for item SI.6, "Festivals reinforce the identity of the city", This festival is said to be unique, because it is held on a river in the middle of the city. Reminding the Banjar people of the river culture. And from the economic impact, the highest frequency was 84 respondents (52,5%) channeling option "5" for item EI.2, "Increase standard of living", Standard of living refers to the quality and quantity of goods and services available to people.

Reliability and Validity

The Cronbach alpha and confirmatory factor analysis (CFA) were used to test the reliability and validity of the borrowed items :

Table 2. Reliability and Validity

Construct	AVE	Cronbach's Alpha	Composite Reliability
Festival Tanglong	0,738	0,941	0,952
Community Cohesion Impact	0,613	0,896	0,917
Social Impact	0,683	0,907	0,928
Economic Impact	0,654	0,894	0,919

Source: Primary data collection

The measurement model that was first carried out was to test the outer loading and loading factor. The loadings of average variance extracted (AVE) were above the cut-off point of 0.5 that provided evidence of convergent validity means that the measurement items are valid to reflect variable measurements, and have met the requirements of convergent validity (Hair et al., 2020). The outer loading analysis (Table 1) shows that all variables measured in this study have high outer loading, which indicates a good level of validity (Hair et al., 2020). The composite reliability scores in (Table 2) were above the threshold 0.7 (Hair et al., 2020) indicating the items are reliable and there is internal consistency of items used in this study.

Data Analysis And Results

SmartPLS 4 was used to analyze the nature of the research hypotheses, where festival event was considered as an independent variable that significantly impacted the three dependent variables (community cohesion, social impact and economic impact). The Adjusted R-square results indicate that the independent variables in the research model contribute significantly to explaining the variability of the dependent variable. For the community cohesion variable, the Adjusted R-square value of 0.136 indicates that about 13,6%. Social impact 0,477 (47,7%) and economic impact 0,397 (39,7%). According to Chin (1998) the R-Square value is categorized as strong if more than 0.67, moderate if more than 0.33 but lower than 0.67, and weak if more than 0.19 but lower than 0.33. This study shows that the R-Square value of the social impact and economic impact variables is categorized as moderate. While the community cohesion variable is in the weak category. Root Mean Square <0.10 or <0.08 (SmartPLS Site). The SmartPLS Fit model results mention the SRMR value of 0.073. So it can be concluded that the model fits the data.

Table 3. Regression Coefficients

Construct	T-Statistics	P-Values	Note
Festival → Community Cohesion	0.142	0.136	Positive Significant
Festival → Social Impact	0.481	0.477	Positive Significant
Festival → Economic Impact	0.397	0.393	Positive Significant

Source: Primary data collection

Table 3 respectively display the model, T-Statistics and P-Value. The first results showed that festival event has an significant and positive effect on community cohesiveness, means supporting H1. The second result showed that festival event has a significant and positive effect on social impact, means supporting H2. The third finding revealed festival event has a significant and positive effect on economic impact, supporting H3. The coefficient of determinations showed that festival tourism account for 56.9% variations in community cohesiveness, economic benefits (53.1%) and social benefits (62.4%).

CONCLUSION

The festival is considered by the community as a way to develop community cohesion. This result is similar to Doe's research, et al. (2020) which studies the impact of tourism on the community. Similar findings received (H1) which were also reported in Sudariyanto's research (2020) and Quinn (2013). One of the factors that encourages cohesiveness is the pride that the community has to themselves and each other. The festival becomes a place for individuals to meet and interact and witness a shared culture.

The results showed that (H2) supported previous research from Widiyanto (2020) and Imbeah (2016). The festival has become a cultural phenomenon for hundreds of years, and the idea of a traditional festival emerged after people felt the need for celebration time as a form of relaxation of the rigors of daily life. Social influence usually does not show its effect clearly. This is because in the past, the festival was only a social

meeting, but lately the festival has important social values in which social interaction is increasingly minimal among individuals.

This study found that the event festival had the impact of community cohesion, the impact on social and economic community. Some research results have shown that tourism encourages economic growth by producing additional income in business behavior during the festival and around the event festival (Purwadi et al., 2023). Active people take advantage of this festival to increase their income, which indicates significant economic benefits (Dusmezkalender, et al. 2018). Therefore, this finding supports previous research (H3).

South Kalimantan certainly has a lot of potential that deserves to be showcased in the form of a festival because this is one of the alternatives to entertain the local community. The festival is a source of pride for the community because it is a cultural treasure of their region. The existence of festivals reminds them that ancestral culture and nature must always be preserved. This research also recommends improving festival management professionally through the concept of sustainable tourism. Future research can examine sustainable tourism in Banjarmasin or other areas. Festivals are also part of regional branding and promotion, and their organisation must have a professional vision and mission and involve all levels in the tourism sector. The involvement of the government, especially the tourism office, is expected to be able to organise the management of tourist attractions to be of high quality so that the community and tourists are satisfied. Innovation, creativity and learning tools must always be improved. Future research can conduct research on this matter

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